

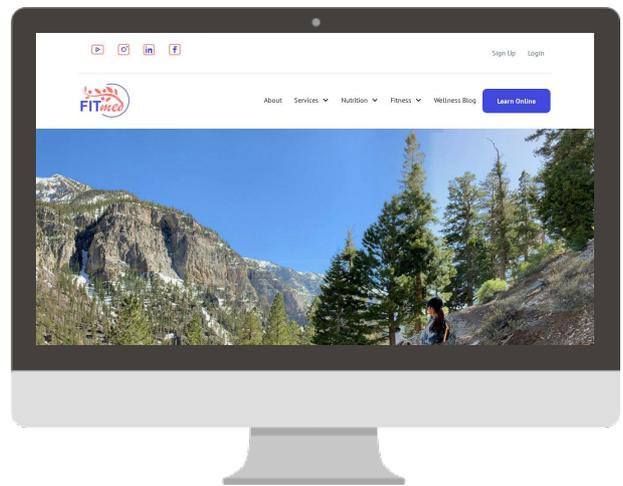
Website Report for thefitmed.com

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

Audit Results for thefitmed.com



Your page is good



SEO



Usability



Performance



Security



SEO Results



Your SEO is good

Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You can continue to build on your position by ensuring On and Off-Page factors highlighted here are improved, as well as through application of SEO strategies like content generation and link building.

HTML HEADER

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).



The Fit Med | Dr. Eileen Shi | Health, Wellness & Nutrition

Length : 63

Meta Description Tag

Your page has a meta description of optimal length (between 70 and 320 characters).



Follow Dr. Eileen as she takes you on your very own journey with nutrition, wellness, & health! Get recommendations for personal wellness, personal health, and online courses.

Length : 179

BODY CONTENT

Header Tags

Your page is making good use of header tags.



HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag Frequency

Header Tag	Frequency	
H1	6	
H2	9	
H3	5	
H4	1	
H5	7	
H6	0	

Keyword Consistency

Your page's main keywords are not distributed well across the important HTML tags.



Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
learn	✗	✗	✓	12	<div style="width: 100%;"></div>
eileen	✓	✓	✓	12	<div style="width: 100%;"></div>
health	✓	✓	✓	10	<div style="width: 90%;"></div>
fitness	✗	✗	✓	9	<div style="width: 80%;"></div>
wellness	✓	✓	✓	8	<div style="width: 70%;"></div>
online	✗	✓	✓	8	<div style="width: 80%;"></div>
from	✗	✗	✓	6	<div style="width: 60%;"></div>
courses	✗	✓	✓	6	<div style="width: 60%;"></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
min read	✗	✗	✗	5	<div style="width: 100%;"></div>
dr eileen	✗	✗	✗	5	<div style="width: 100%;"></div>
metabolic reset	✗	✗	✓	4	<div style="width: 90%;"></div>
learn online	✗	✗	✓	3	<div style="width: 80%;"></div>
nutrition fitness	✗	✗	✗	2	<div style="width: 60%;"></div>
april 29 2020	✗	✗	✗	2	<div style="width: 60%;"></div>
april 19 2020	✗	✗	✗	2	<div style="width: 60%;"></div>
online with eileen	✗	✗	✓	2	<div style="width: 60%;"></div>

LINKS

Number of Backlinks

You have a strong level of backlink activity to this page.



Backlink data provided by **MOZ**



605

External
Backlinks



211

Referring
Domains



54

Moz Domain
Authority

On-Page Link Structure



We found 59 total links. 20% of your links are external links and are sending authority to other sites. 8% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly URLs



Some of your link URLs do not appear friendly to humans or search engines. We would recommend making links as readable as possible by reducing length, file names, code strings and special characters.

OTHER

Robots.txt



Your website appears to have a robots.txt file.

<http://thefitmed.com/robots.txt>

XML Sitemaps



Your website appears to have an XML sitemap.

<https://thefitmed.com/sitemap.xml>

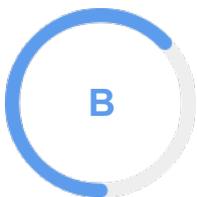
Analytics



Your page is using an analytics tool.

 Google Analytics

Usability



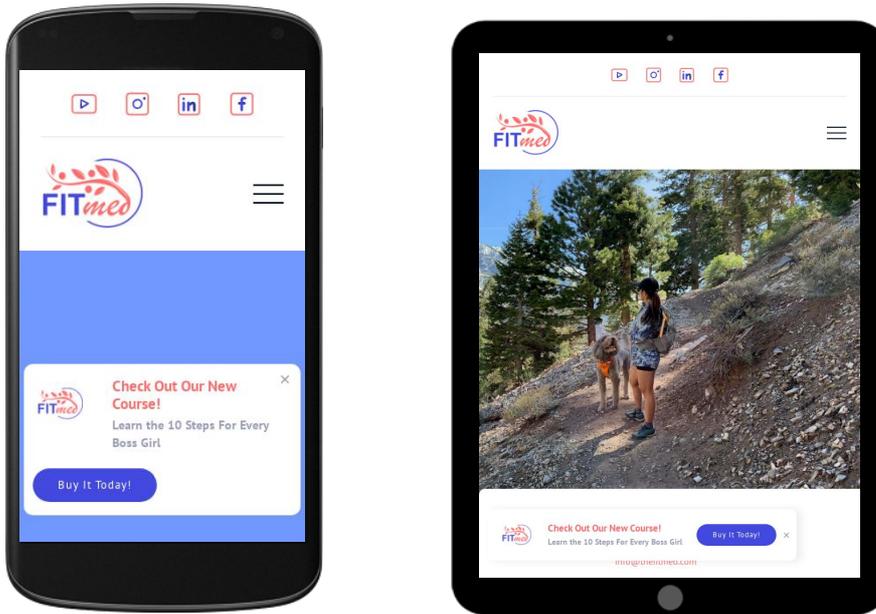
Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

i

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Use of Mobile Viewports



Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Flash Used?



No Flash content has been identified on your page.

iFrames Used?



Your page appears to be using iFrames. iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines. There are particular coding libraries however such as Google Tag Manager that require iFrames as part of their functionality.

Favicon



Your page has specified a favicon.

Legible Font Sizes



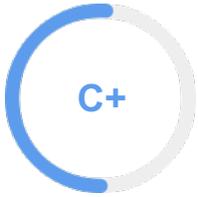
There is some text on your page that is small and may not be legible enough for particular users. We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Tap Target Sizing



The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

Performance Results

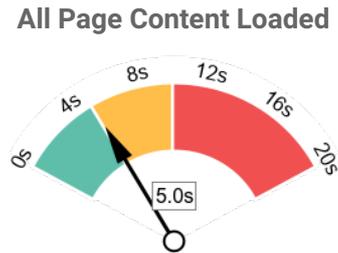
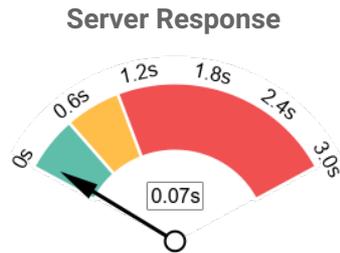


Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

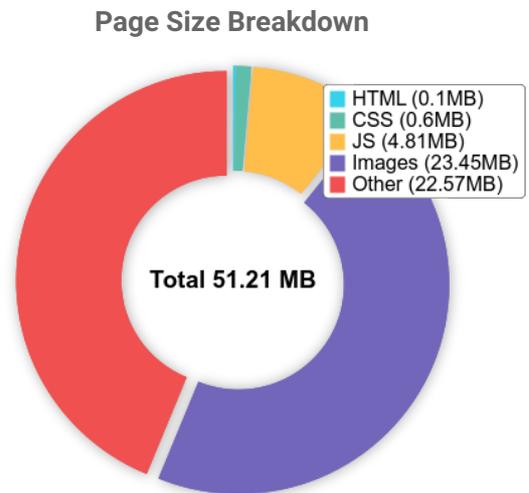
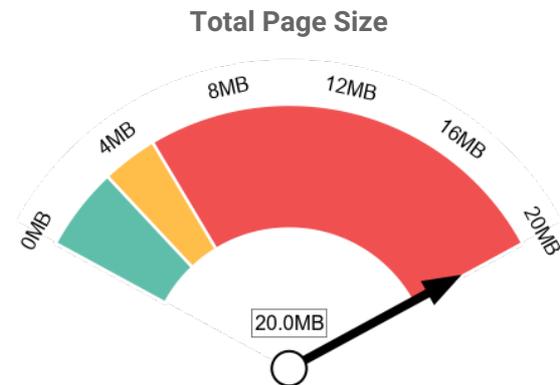
Page Speed Info

Your page's server response time is reasonably low which is good for load speed and user experience. ✔



Page Size Info

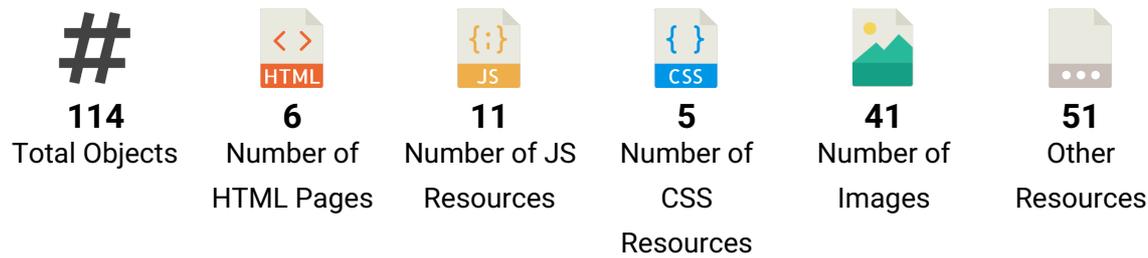
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size. ✘



Number of Resources



This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.



JavaScript Errors

Your page is not reporting any JavaScript errors.



GZIP Compression

Your website is using GZIP compression.



Optimize Images

All of the images on your page appear to be optimized.



Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.

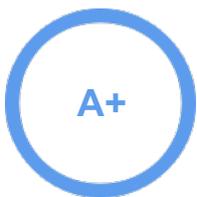


Inline Styles

Your page appears to be using inline styles. Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.



Security Results



Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

SSL Enabled

Your website has SSL enabled.



Malware Check

Your website has been flagged as safe by popular malware scanners



Technology Results

DNS Servers

ns20.domaincontrol.com

ns19.domaincontrol.com



Web Server

openresty

